



**HIGH
BRIDGE**
ACADEMY

Course Syllabus

AMAZING SLIDES

COURSE OVERVIEW

"Amazing Slides" is a specialized course designed to equip professionals with the skills to create clear, concise, and impactful presentation slides.

This course integrates theoretical understanding with practical application, focusing on the art of conveying complex messages through effective slide design.

Participants will engage in interactive exercises, develop proficiency in slide composition, and learn to apply key principles to enhance the clarity and persuasiveness of their presentations.

Learning Objective 1: Foundations of Effective Slide Design

To introduce the fundamental principles of slide design, focusing on the importance of clarity, coherence, and audience engagement in presentations.

Key Takeaways	Example questions
<p>1. Understanding the 5-Second Rule: Mastery of crafting slides that convey the key message within five seconds, ensuring immediate audience engagement.</p>	<ul style="list-style-type: none">• Why are slides so useful and important?• What is a standalone slide and a supportive slide? When to use each of them?• What does a strong slide look like? Why are they like this?• What are the 4 guiding principles to create a great standalone slide?
<p>2. Slide Alignment with Narrative: Techniques to ensure each slide contributes coherently to the overall story of the presentation.</p>	
<p>3. Principles of Visual Communication: Insight into the role of visual elements in enhancing message clarity and audience retention.</p>	

Learning Objective 2: Advanced Slide Design

Explore advanced techniques of slide design, emphasizing the customization of slides to enhance user experience and message impact.

Key Takeaways	Example questions
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<ol style="list-style-type: none"> 1. Strategic Use of Visualization Tools: Understanding the selection and application of graphs, colors, and layouts to effectively represent data and concepts. 2. Iterative Slide Development Process: Learning to refine slides through an iterative process, incorporating feedback and enhancing clarity. 3. Case Studies and Practical Exercises: Engagement in hands-on exercises and analysis of case studies to apply principles in real-world scenarios. 	<ul style="list-style-type: none"> • How to create impactful action titles? • What are the common mistakes a junior consultant makes with action titles? • How can you support the title with the correct data? • What is the best way to show your data to support the conclusion in the action title? • What are the most common chart trade-offs and how should you choose which chart to use? • What are the best charts to use for each analysis/insight type?
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Learning Objective 3: Slide Review and Refinement Techniques

To equip participants with systematic review methods for slide refinement, ensuring each slide meets the criteria for clarity, relevance, and sophistication.

Key Takeaways	Example questions
<ol style="list-style-type: none"> 1. Comprehensive Slide Review Checklist: Adoption of a structured approach to slide evaluation, focusing on clarity, relevance, and design. 2. Balancing Information and Aesthetics: Techniques to balance content richness with aesthetic appeal, maintaining professionalism and sophistication. 3. Productivity: Gaining speed when using PowerPoint 	<ul style="list-style-type: none"> • What are other valuable elements for standalone slide building? • How to become extremely efficient when using PowerPoint? What are the most useful shortcuts? • How to carry out proper version control and make sure to avoid re-work?